

AlRazan Scientific Bureau Profile



مكتب الرزان العلمي للإعلام الدوائي
AL-RAZAN DRUGS SCIENTIFIC BUREAU

Introduction

Introduction

We Al-Razan Scientific Bureau was established in 2011, specialized in Iraq for marketing and promoting of medicines for both private and government (MOH-Kimadia) Sectors.

We supply MOH by; parental fluids , Antibiotic infusion vials , water for injection ,.....etc.

We supply Private market with various of pharmaceutical products from companies we represent ,we are a dedicated team with full experience in pharmaceutical field .

Al-Razan Scientific Bureau managed to register numerous of pharmaceutical companies along with their products as we have efficient team at regulatory that facilitate our achievements in short period

We act as sole agency for our companies.

About Us



Who we are

- ***ALRazan is full-service generics supplier, together with ALRaed scientific Bureau we form a strong chain in market. We add the right product to its portfolio based on the growth of needs in markets***

Our vision

- ***To constantly pursue distinct paths to generate market-beating levels in terms of profitability, growth, outperformance and locally positioning for the future***
- ***To establish and nurture cultures that emphasizes biased dedication and undivided commitment to all constituencies of the business: customers, shareholders and employees with hands-on and value-driven management and communication of the core values and purpose***

Our mission

- ***Our Mission is to improve the quality of life for our people, customers and society by offering affordable medicine secure long-term access to Healthcare for people around Iraq***

Our Value

Responsible

- *To serve people by delivering the highest quality of products to everyone by affordable price*

Accountable

- *To deliver the best service to our principle with commitment to achieve local ambitions together*

Compliant

- *To perform professionally, transparently and honestly*

Our Strength

Warehouse, Drug Stores

- ***1800 Square meters refrigerated warehouse in Baghdad (Btaween), registered in Ministry of Health in 2008.***
- ***2000 Square meters refrigerated warehouse in Baghdad (Park Al-Sadoon) registered in Ministry of Health in 2009.***
- ***1200 Square meter office and warehouse in Baghdad (Park al-Sadoon).***
- ***1000 Square meter drugstore in Baghdad (Al-Raed drug store), registered in MOH in 2003.***
- ***900 Squar meter drug store in Baghdad (Al-Raihana drug store), registered in MOH in 2004.***
- ***600 Square meter drug store in Baghdad (Al-Kut Al Markazi drug store), registered with MOH on2006.***
- ***600 Square meter drug store in Wasit province (Al-Kut drug store)***

Stoke Management System

We manage our stock by computer and recall system, for products in all our stores including receiving and delivering batches, controlling temperature and humidity, we have also risk management system which enables us to deal with our customers and structure elements compliances in proper way.

Good Distribution Practice (GPD) In line with European Standards

Warehouse Project

- *It is not hard to imagine a standard warehouse , The drug's road from its manufacturer to the patient is easy only in theory. It requires solutions recording even smallest movement of goods, accelerating their circulation and increasing the precision of deliveries*
- *AlRazan upgraded it's main warehouse in 2014. This upgrade was done to comply with the regulation of Good Distribution Practices (GDP) to match with the European standards in pharmaceutical distribution.*
- *One of the advanced systems that have been used in the warehouse is the racking system with number for each location; this number is reflected on computers. We have had situations when drugs with shorter expiry dates were left on the shelf, while the ones with longer dates were shipped out. Our systems eliminated such errors, Installing data loggers to control temperature and humidity inside the warehouse ,in order to create suitable storage condition for our products. We also implement a control system to protect our warehouse from any Intrusion by Insects.*

Our Staff

We in AlRazan believe that such as ambition, integrity , communications and collaboration had all got us where we are today. Our employees are encouraged to be active and collaborate with each others in order to get the job done

Administrative & other Departments

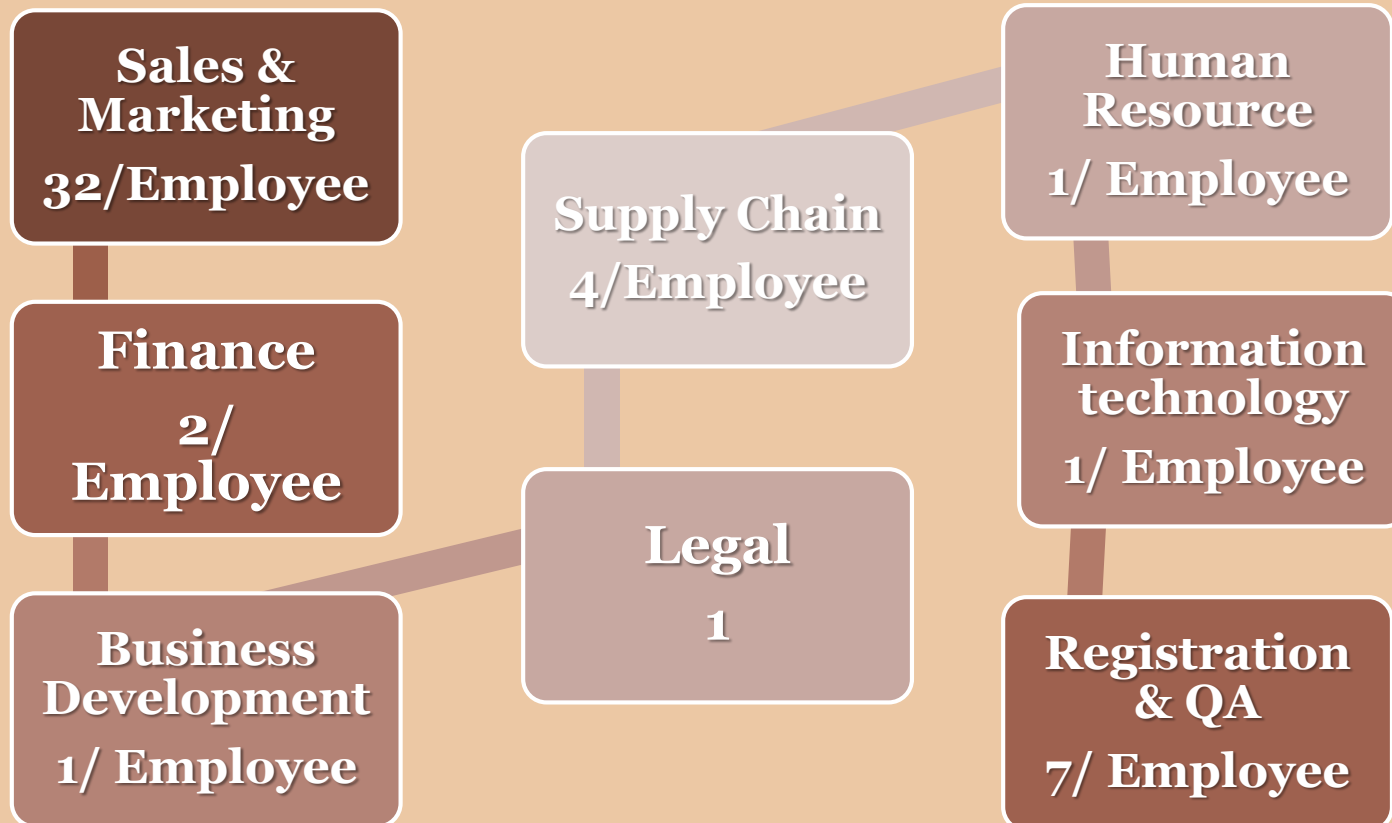
- **Total of 17 employees;**
- **Holding a Bachelor Degree in Pharmacy , Biology and Business Administration from (Baghdad University)**

Marketing Department

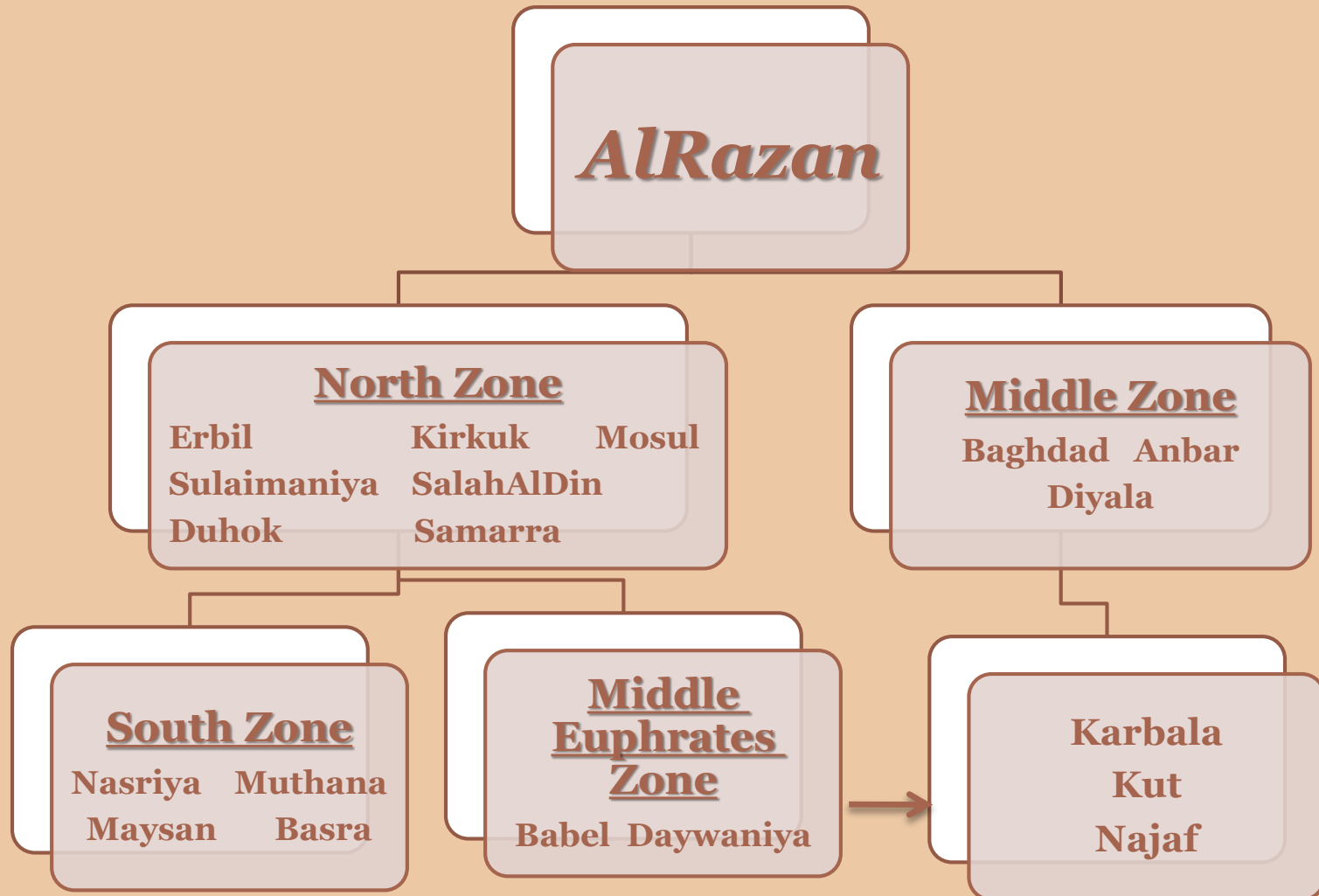
- **Total of 32 employees;**
- **Medical representatives in Baghdad, Babylon, Basra, Waist, Karbala, Najaf, Mosul and Erbil,**
- **And veterinary doctors in Baghdad.**

**They cover all areas in Iraq
(North, Middle & South)**

Organizational Structure



Network and Geographical Coverage



Distribution Channels

Total number of drug store in All cities of Iraq is **67** , it distributes as follows :

S	Region	Drug store
1	Main drug store in Baghdad	
2	North Zone	
3	Middle Zone	
4	Middle Euphrates Zone	
5	South Zone	

Departments and main functions

Distribution Management

Ensure that the product demand for distribution to wholesalers are fulfilled

Ensure that the wholesalers are receiving and tracking sales orders and fulfilling orders to customers through defined distribution chain to drug stores and pharmacies.

Managing logistics activities , follow up through the sales team assigned to each branch demand activities.

Sales and Marketing Department

Define the sales and marketing strategies at AlRazan, Sales budget and forecast , plans, execute and monitor promotion activities for new products . Identify product distribution strategy and direct activities of sales accordingly .

Directs the demand planning activities annually to ensure that the markets needs are predicted and fulfilled .

Departments and main functions

Supply Chain department

Ensure supplying of products ,including; ***Demands planning, Supply planning , Logistics***

Regulatory Affairs Department Registration

This department is responsible for ensuring the product is registered and authorized to be sold in Iraqi markets with the competent authority.

Quality Assurance

It is responsible for defining the standards operating procedures, ensuring proper documentation management , control and setting the procedures complying with GDF in AlRazan.

Departments and main functions

Human Resource Department

Maintains organization staff by establishing a recruiting, testing, and interviewing program; counseling managers on candidate selection; conducting and analyzing exit interviews; recommending changes. Prepares employees for assignments by establishing and conducting orientation and training programs, mainly concerned with running employee's needs & benefits including development, promotions and salary determining.

Finance Department

Their functions cover a wide range from basic bookkeeping to providing information to assisting managers in making strategic decisions. They are responsible for all the day-to-day transactional accounting for the business and tracks all transactions, allocating budget expenses annually and ensuring that the expenses are according the plan, monetary collection is performed with in the plans and monitoring the collection cycle

Departments and main functions

IT Department

Responsible for information technology management and building an IT infrastructure that support the running of the business.

Business Development Department

- Research new companies & suppliers capable of offering new products to expand the Bureau portfolio.
- Reviewing and evaluating the change and shifts in sales and marketing data and comparing that with the market trends.
- Reviewing final layouts and suggesting improvements if required .

Products



AlRazan Products help to treat and prevent

A range of conditions- from the most common to the most challenges - for all people around Iraq.

AlRazan meets all needs of healthcare professionals and patients in numerous therapeutic areas in many patients settings.

Our Supplier Portfolio

AlRazan representing several major pharmaceutical companies: Aurobindo Pharma limited, INDIA, Ataby Ilac, Turkey, STRIDES ARCOLABS LTD ,INDIA, Serum Institute . INDIA, Gland Pharma, INDIA, Van Oostveen medical ROMED, Netherland, Medical appliance., Injex Pharma GmbH, Germany, DYNEK pvt. Ltd. AUSTRALIA, for medical appliances



Aurobindo Pharma Limited India

Founded in 1986 by Mr. P.V. Ramaprasad Reddy, Mr. K. Nityananda Reddy and a small group of highly committed professionals, Aurobindo Pharma was born off a vision. The company commenced operations in 1988-89 with a single unit manufacturing Semi-Synthetic Penicillin (SSP) at Pondicherry.

Aurobindo Pharma became a public company in 1992 and listed its shares in the Indian stock exchanges in 1995. In addition to being the market leader in Semi-Synthetic Penicillin's, it has a presence in key therapeutic segments such as neurosciences, cardiovascular, anti-retrovirals, anti-diabetics, gastroenterology and cephalosporin's, among others





Alrazan Bureau also has managed to get marketing authorization for over 20 products for Aurobindo in such short period since starting to act the sole agent for the Company in Iraq and it is expected to get extra MA for about 6 product this year

We also registered all Aurobindo manufacturing units at Ministry of Health with in period of 6 months



Gland Pharma India

A globally renowned manufacturer of Small Volume Parenterals (SVPs), Gland Pharma was founded in 1978 at Hyderabad by a visionary, PVN Raju, who has always thought far ahead of his time. Since inception, Gland Pharma stands testimony to the founder's exemplary commitment to Quality, having emerged as a global player with presence in about 90 countries in five continents.

We have a wide range of injectables, including vials, ampoules, pre-filled syringes, lyophilized vials, dry powders, infusions and ophthalmic solutions. We enjoy the distinction of having pioneered Heparin technology in India, and are world leaders in the Glycosaminoglycans (GAGs) range of molecules.

Our world-class manufacturing facilities accepted by global regulatory agencies including USFDA (USA), MHRA (UK), TGA (Australia), BGV (Germany), WHO (Geneva), ANVISA (Brazil), etc.

We were the first in India to set up a state-of-the-art Pre-Filled Syringes (PFS) facility at Hyderabad in 1998, as well as the first liquid injectable facility in India to be accepted by USFDA. In addition, we have a USFDA-accepted Oncology facility at Visakhapatnam.



NDC 68083-144-10

Vancomycin Hydrochloride for Injection, USP

1 gram* per vial

For Intravenous Use

MUST BE FURTHER DILUTED BEFORE USE. SEE INSERT

Rx Only

Preservative Free. Sterile, Lyophilized
10 x 1 g Vials


IMPORTANT: READ INSERT FOR PRECAUTIONS AND DIRECTIONS BEFORE USE.

*Each vial contains Vancomycin hydrochloride equivalent to 1 gram vancomycin.

Usual Adult Dosage: 2 grams orally in divided doses. Dilute contents of the vial with 20 mL Sterile Water for Injection.

After reconstitution, this vial may be stored in a refrigerator for 96 hours without significant loss of potency.

Prior to reconstitution, Store at 20° to 25°C (68° to 77° F) [see USP Controlled Room Temperature].

Manufactured by:
 **GLAND PHARMA LIMITED**
 D.P. Pally, Hyderabad-53, INDIA.
 M.C. No: 1034P/00277/PR
 Box-5000004-00

USA Distributor's Information

Barcode

Lot:
Exp:

Un Varnished Area
25.4 x 50 mm

AlRazan Bureau managed to get marketing approval for several products for the company during the four years since becoming agent to Gland Pharma

Atabay was founded in Istanbul by Mr. Ö. Kemalett in Atabay, Pharmacist, in 1939, prior to the outbreak of the Second World War. The company had emerged as a trading business, importing and marketing pharmaceutical products. In the 1940's, this medium sized commercial operation developed into the production of sulfonamide tablets, which were in great demand at the time, thus paving the way to the pharmaceutical industry in Turkey. By 1954, Atabay Pharmaceutical Products Inc. had evolved into a well equipped modern plant. The initial product line expanded to include analgesics, apart from sulfonamides. Atabay's rapid growth, in due time, necessitated a larger plant. Consequently, in 1967, this facility was established at its present site in Acibadem, Istanbul

After successful years of performance in pharmaceuticals, Mr. Bülent Atabay, Chemical Engineer and President, prompted back – integration and entered in to the manufacture of fine chemicals. In 1970, the site of Atabay

Pharmaceutical Fine Chemicals Inc was chosen at Gebze, near Istanbul. Five years later, in addition to the premises for the pharmaceutical fine chemicals, extensive facilities were set up in a separate area in Gebze to produce chemicals for the agricultural, public health and veterinary fields. Today, the Atabay enterprises, managed by a progressive and technically trained executive staff, is fully active in producing quality products for human and animal health. Marketing and promotion of the products are accomplished by a competitive sales network with distributors in the domestic as well as international arenas.





Since getting the authorization of the company 2016, our bureau got the marketing approval for 6 product for ATABAY at competent authority we also expect to get 4 other products in 2017

Summery

Our bureau offers a comprehensive range of services for distribution after registration in Iraqi (Ministry of Health) We can also ensure you of excellent sales prospects as pharmaceutical drugs sales are rapidly increasing in country

We already established a strong relationship with drug stores in all Iraq regions

Marketing department support a good sales team which have big experience , our representatives works like bees cell visit physicians ,pharmacies and hospitals

Our sales in 2016 reached 23.316,000 USD

We are sure that we would be the best bureau to represent you in Iraq



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THANK YOU